

## CLAIMS

I claim:

1. A method for enhancing a sales process of papermaking machines or papermaking machine units or upgrades comprising the steps of:
  - 5 in responding to an invitation to tender received from a customer, setting up a sales team comprised of a tender engineer, a sales manager, a person with expertise in papermaking processes, a person with expertise in product development, and a person with expertise in production;
  - 10 analyzing said invitation to tender by inputting into a database, data from the sales team comprising at least: data from the invitation to tender, technology files, pricing data, and technical specifications including technical features and process technology solutions;
  - generating from the database the economic calculations to determine costs of variations from standard products;
  - 15 using the database to communicate items of delivery between the sales team and product development personnel;
  - using the information input in the databases from the sales team to compare the invitation to tender with the technology files and identify the variations from the standard products, determine special features or development needs;
  - 20 using the database to make decisions on what to offer the customer; and offering new information, and solutions, generated by the sales team using the database, to the customer.
- 25 2. The method of claim 1 wherein the technical features include the number of rolls, roll materials, mechanical solutions, and automation solutions.
3. The method of claim 1 wherein the process technology solutions include roll temperature, linear load and steaming,

4. The method of claim 1 wherein the sales team further comprises persons with the expertise in installation of papermaking machines or papermaking machine units or upgrades to a papermaking machine.

5 5. The method of claim 1 wherein the step of using the information input in the databases comprises identifying implied customer need for non-standard components or systems.

6. The method of claim 1 wherein the step of communicating items of delivery between the sales team and product development comprises negotiations between the sales team and the product development personnel.

10 7. The method of claim 1 wherein the method further comprises starting a product development process for the future delivery during the preparation of the tender before reaching agreement for deliverables with the customer.

8. A method of selling papermaking machines or papermaking machine units or upgrades to a papermaking machine comprising the steps of:

responding to an invitation to tender received from a customer by:

5 setting up a sales team comprised of a tender engineer, a sales manager, a person with expertise in papermaking processes, a person with expertise in product development, and a person with expertise in production;

making a decision to tender based on input from at least the tender engineer, and the sales manager;

10 inputting into a database data from the sales team comprising at least data from the invitation to tender, technology files, pricing data, technical specifications including technical features and process technology solutions, wherein the data is structured in separate entities for initial data, technical specifications, and economic calculations;

15 generating from the database the economic calculations to determine costs of variations from standard products;

using the database to communicate items of delivery between the sales team and product development personnel;

20 using the information input in the databases from the sales team to compare the invitation to tender with the technology files and identify the variations from the standard products, determine special features and development needs; and

offering new information and solutions, generated by the sales team using the database, to the customer.

25 9. The method of claim 8 wherein the technical features include the number of rolls, roll materials, mechanical solutions, and automation solutions.

10. The method of claim 8 wherein the process technology solutions include roll temperature, linear load and steaming,

11. The method of claim 8 wherein the sales team further comprises persons with expertise in installation of papermaking machines or papermaking machine units or upgrades to a papermaking machine.

5 12. The method of claim 8 wherein the step of using the information input in the databases comprises identifying implied customer need for non-standard components or systems.

13. The method of claim 8 wherein the step of communicating items of delivery between the sales team and product development comprises negotiations between the sales team and the product development personnel.

10 14. The method of claim 8 wherein the method further comprises starting a product development process for the future delivery during the preparation of the tender before reaching agreement for deliverables with the customer.